

Cover sheet

Assignment: BMTY7003 – ENTERTAINMENT MARKETING

Name: Esther Cole (1809407)

Title: Marketing Report

Due date: 07/04/2019

Course tutor: Richard Small

I confirm that this work has not been copied, plagiarised or duplicated.

Signed:

Marketing Report

Entertainment Marketing – BMTY7003

MA Music Industry Entrepreneurship

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David

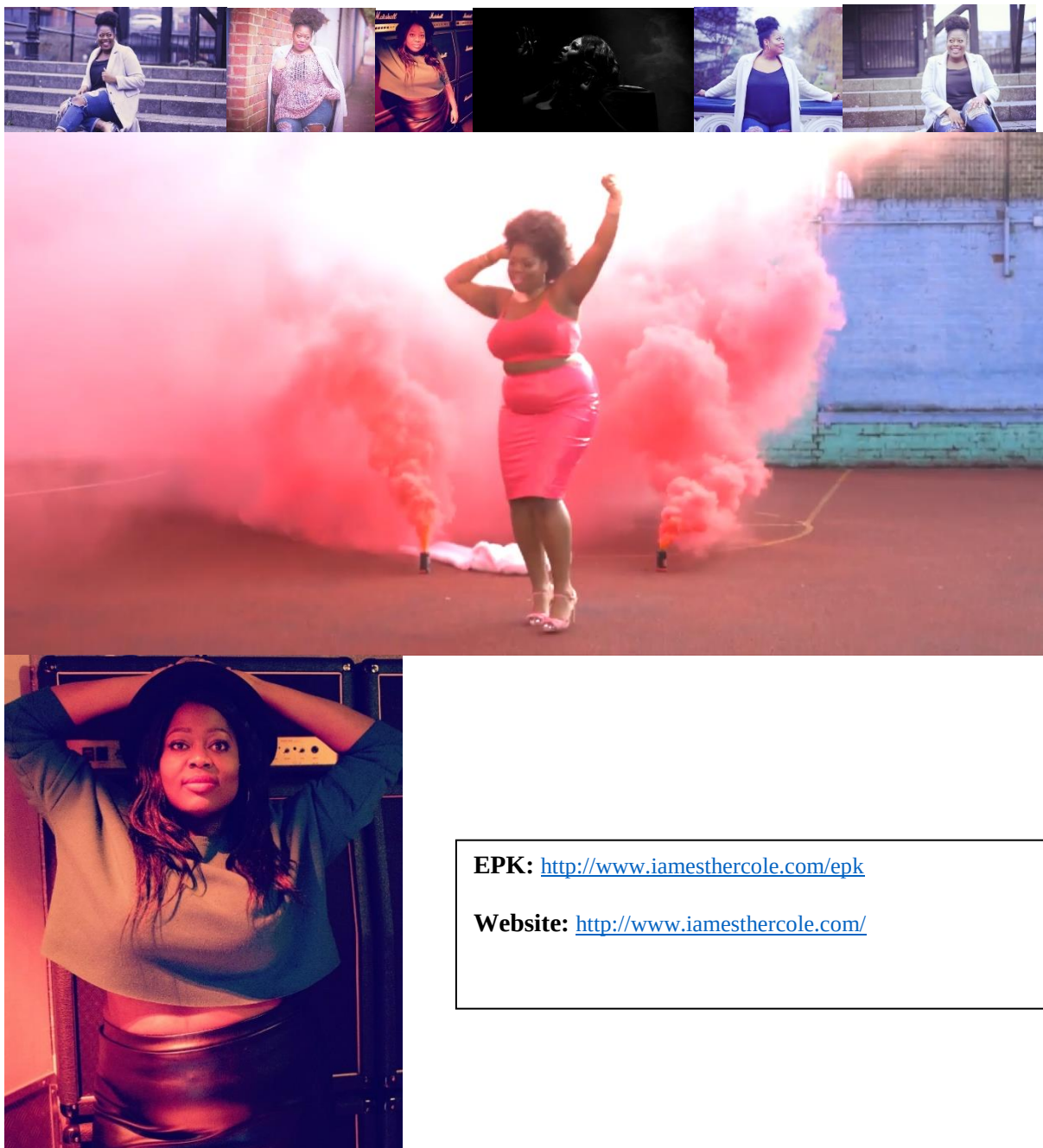
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Artist Overview

I am a 30-year-old female, R&B/Soul artist from South East London. I have been a member of my local church since a youth and my music origins come from singing in the church choir. Singing in the church choir has helped me to craft a rich, deep and soulful sound that people have described as powerful, heartfelt, emotional, empowering and real.

My latest track “Love Me or Hate Me” really takes me out of my shell and personifies the “Esther Cole’s” true sound, emotion and experiences. “Love Me or Hate Me” is a powerful R&B track that empowers people in a world full of so much self-hate and judgment to love themselves despite their flaws or what others may think of them. It is a song that many young women around the world can relate to as well as men, making it a future anthem to be sung around the UK.



EPK: <http://www.iamesthercole.com/epk>

Website: <http://www.iamesthercole.com/>

I have hit the stage weekly for the last 7 years at my local church to perform and have toured live music venues and events in London regularly, performing a range of songs from my portfolio. I have been invited onto numerous broadcasting platforms including BBC Radio and was even invited to perform at the grand BBFA Awards Ceremony. I believe in empowering women and other artists, and in supporting my community. I have accomplished a lot in the small time that I have been performing and this is just the beginning.

Product

Album Details

Artist Name: Esther Cole
Album Title: Love Me or Hate Me
Album Release Date: 14th February 2020
Single Release Date: 13th March 2020
Video Release Date: 13th March 2020
Label: Independent
Distributor: AWAL
Producers: Patch Boshell and Esther Cole
Studio: Larkhill Studios
Mixed: James Glover
Mastered: James Glover



Track Listing

1. I Wish I Could – 3mins 48secs. Writer: Esther Cole. Composer: Deborah Abraham. Producer: Patch Boshell
2. Is It True - 3mins 33secs. Writer: Esther Cole. Composer: Deborah Abraham
3. Love Me or Hate Me – 3mins 58secs. Writer: Esther Cole. Producers: Esther Cole and Patch Boshell.
4. My Man - 4mins 8secs. Writer: Esther Cole. Composer: Deborah Abraham. Producer: Patch Boshell
5. The Inside - 3mins 15secs. Writer: Esther Cole. Composer: Deborah Abraham. Producer: Patch Boshell
6. Get Yo Man - 3mins 41secs. Writer: Esther Cole. Producers: Esther Cole and Patch Boshell.

7. Make Me Your One and Only - 3mins 55secs. Writer: Esther Cole. Producers: Esther Cole and Patch Boshell.
8. You Should Have Loved ME - 3mins. Writer: Esther Cole. Composer: Deborah Abraham

Details on Sound Recording

My album was produced by a variety of trusted creatives that I have worked with in the past. Larkhill Studios and the producers, engineers and instrumentalists they provide worked on two of my previous successful singles, so there was no hesitation to continue working with them on this bigger project. Besides their expertise, the creatives who helped to create the album were all either free or affordable which also helped me to keep the cost down. Below is a list of individuals who have played a part in the creation of “Love Me or Hate Me”.

- Esther’s Church Choir.
- Esther’s sisters (backing vocals).
- Patch Boshell – Producer and Engineer from ACM (Academy of Contemporary Music).
- Deborah Abraham – Songwriter, Composer and Pianist from ACM.
- James Grover - Producer from Tileyard Education.
- Tonesound – Graphic Designer, Photographer, Videographer and Film Editor from Tileyard Education.

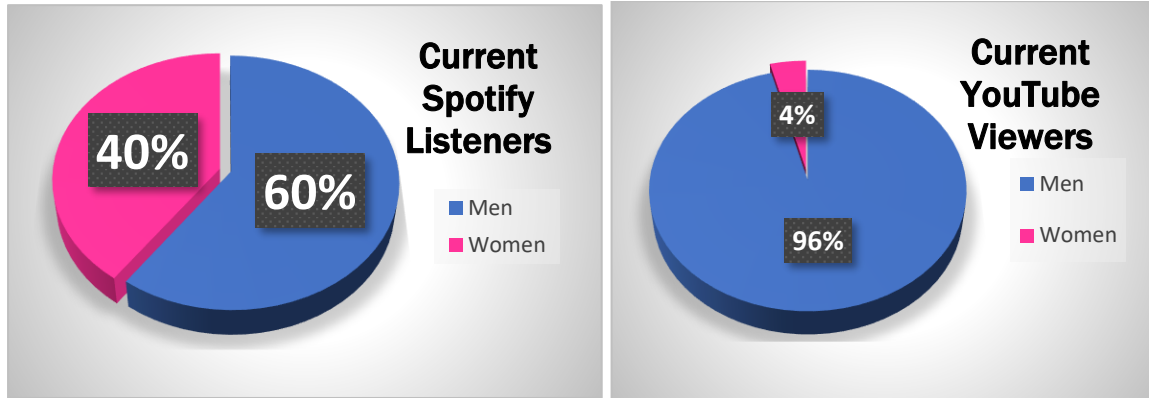
Single

The single being released from my album before the release of the album is called “Love Me or Hate me” and below is a link to privately listen to the song and view the video for this release.

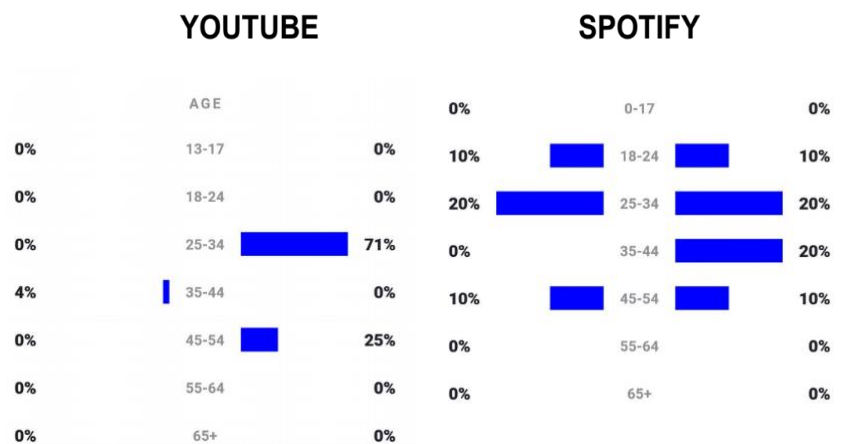
<https://youtu.be/5ujQkL48PrY>

Marketing Project Plan and Strategy

Target Market(s)



For my previous single “I Wish I Could”, analytic reports from my Spotify and YouTube channel (please see images above) show that more men than women listen to my songs and watch my videos. I believe that this is due to much of my promotion being done solely through social media, particularly Instagram and a lot of my followers happening to be men. However, research says that by incorporating the “communications mix” of: advertising, PR, promotion, personal selling and sponsorship we can gain a wider reach and target a variety of markets (Kokemuller, 2019). I plan to put a stronger marketing focus on girls and women in the UK because I believe my new music is for them and they are the demographic that my music caters for.



The analytic reports also show that majority of my listeners and viewers are between the ages of 25 and 34. I aim to focus on this age group but open it up a little bit more to younger age groups.

Specific Target Market:

Age: 16 - 34

Gender: Female

Location: South East, South, East and North LDN

Culture: Feminism, Women Empowerment, Black Girls Matter, etc.

Team

- **Manager:** My sister, Michaela Cole. She will be handling communication with agents, publicists, radio trackers and publishers.
- **Radio Plugger:** Yinka Bokinni. An old friend who is a presenter on Capital Xtra. She has encouraged me that anytime I'm ready that she will put in a good word for me at her station and other stations.
- **Street Team:** Volunteers and Family. They help me to print T-shirts with my printing machine, hand out flyers, promote my music on social media, sell merchandise and expand my mailing list.
- **Administrator** for all things concerning the album release will be myself. I manage press releases, social media posts, resource designing, brand management, gig bookings, and financing and budgeting.

Print Advertising (Publications)

Here is a list of publications that I plan to approach 2-3 months before the official release of both my single and album:

Clash
 CMU (Complete Music Update)
 Dazed and Confused
 Echoes
 Live UK
 Songlines
 The Wire
 Time Out
 Atwood Magazine
 South London Press
 Southwark News
 Croydon Advertisers
 Waltham Forest Guardian

These publications were chosen because they are either in line with my style of music and work that I do, or they are easy to get access to. For example, South London Press are always happy to support me because I live in and support that community. (Please see appendix 1 for my last feature in the South London Press).

Radio & TV

I will approach TV and Radio Stations such as Capital Xtra but will not rely on it. I will approach the below stations for interviews and exclusive features of my album tracks prior to the official release. The stations below I have worked with before and have great relationships with.

Premier Christian Radio
 Premier Gospel
 Vibe FM
 ACM Radio

GNTV
BBC Radio

Online & Social Media

To promote my album product and brand, I plan to use a variety of online promotional tools. Below are my selections along with a detailed and researched analysis as to why I believe these tools will work.

YouTube: As part of my marketing plan for my overall brand I have purposed to build my social media platforms (particularly YouTube) by creating a variety of visual content. My AWAL app tells me that 70% of the YouTube views and 40% of the Spotify listeners for my last single “I Wish I Could” were people between the ages of 25 and 34. According to a statistic provided by Statista, this age group also makes up 30% of the people who use YouTube (Statista, 2018). This tells me that YouTube is a great platform to reach more of the people within my target demographic. Research also says that music videos are one the most powerful tools for an artist as it enables them to “convey a more comprehensive message, portray an image and creates a brand for themselves”. With the web becoming the leading platform over TV, platforms such as YouTube make music videos easy to access and share. “For up-and-coming artists, this access gives their fans an outlet to constantly keep up with their progress” and “embeds the look and sound of the artists into the minds of the fans” (Petchers, 2012). Music videos “have also set themselves free from the television set” (Aufderheide, 1986). This empowered me to produce a music video for my single “Love Me or Hate Me” as they have the power to highlight skills, messages and build a fan base. I am also considering doing more videos for other tracks on the album and releasing them as singles. (Please see appendix 2 to see my music video for the first single off my album “Love Me or Hate Me”).

E-Portfolio: A website and EPK (Electronic Press Kit) is an easily accessible place where people can see my entire work portfolio at a professional standard and setting, not only are fans gained through these types of platforms but also work-related opportunities. Acting as a music CV, it gives employers a clear presentation of my work and experience. Jesse Cannon said in his book ‘Get More Fans’ that “A website has always been one of the most powerful ways to promote your music and build your relationship with fans. A good website will serve many different purposes.” (Cannon.J, 2017). I can confirm that building one has helped me to trail my work experience and present myself in a well-rounded way that hopefully cuts across to those interested in me who visit my site. I created a website for those who take a liking to me and want to personally know me better. I created an online EPK for industry professionals/employers who want to hear my music and see my experience in relation to business opportunities. Through these platforms, I have an opportunity to present my music, music videos, photos, experience, personality and values all in one place. “A good website will have all that people want to know about you, in a controllable style and will offer fans additional ways to take in your presence better than any other social media platform.” (Cannon.J, 2017).

Bobby Owinski made some interesting points in his book ‘Social Media Promotion for Musicians’. The points that stuck out to me most were; to keep things honest and simple and to be able to differentiate myself (Owinski, 2017). My website also has a blog page that showcases posts from my Instagram, showing snippets of my song-writing projects, event promotions, experiences, posters and press cuttings from interviews I have done with blogs and newspapers.

An EPK provides a private and exclusive outlook of an artist’s work and needs. As well as an exclusive preview of my upcoming single release ‘Is It True’, my EPK has a backlog of images and videos that show my past and recent musical experiences which show growth and development and I have plans to update this with a set list. Both website and EPK have testimonials and links to my social media platforms as well as biography’s that serve different purposes for its audiences.

I plan to utilise this platform more up to and after the releasing of my album by giving visitors incentives for visiting my website and EPK, such as free tickets, downloads and merchandise. By this, I will in turn, gain new followers and create a greater exposure of my music and videos.

Social Media: I use Instagram because the streaming history from my AWAL app shows me that 70% of my YouTube Views and 40% of my Spotify listeners are people between the ages of 25-34 and I am aware that this generation of people are familiar with social media platforms and will find it a useful and relatable platform for updates and information (Statista, 2018). Social media platforms such as Instagram are great tools for engagement and general promotion of information but have certain limitations. Instagram cannot show viewers everything an artist has to offer. It does not have effective free purchasing or registering tools that help followers buy merchandise or event tickets. There is also no simple way to link followers to other social media platforms or places to download music. It also cannot be regularly updated like the way a website can. However, I used Instagram, Twitter, Facebook and Snapchat to regularly update followers, engage with fans and present snippets of my talent which helped me to gain new followers when using the best hashtags. Social media is a platform that users engage with daily and hourly and is a strong tool for quick information and it is the tool that I will use daily to repetitively promote the release of my single and album “Love Me or Hate ME”. It is also free, which also helps keep the budget low.

Digital Distribution: In the past on my website there have been options to preview a track with links to stream and purchase the full track at a small cost. However, after some research I discovered that selling music as a new artist without many fans may not be a good idea. There is this theory that “If people can’t hear your music quickly, easily and without paying, you’re hampering the ability for them to become a fan.” (Cannon. J, 2017). However, according to statistics, Spotify has over 70 million paying subscribers already paying to listen to music (Statista, 2018), so, clearly, it is worth having my album distributed on these digital platforms such as Spotify, iTunes, Google Play and Deezer since people are already subscribed but I’ve decided that for future releases, that I will make it free to stream via my website for those who take the time to visit it. The advantage of this is, this can still be used as a marketing tool to gain new followers.

Branding Tools

Here is a list of tools I plan to use to promote my album:

- Posters – to be distributed across London at local café’s live music venues, bars, and stations and bus stops.
- Promotional Albums (CD and vinyl) - to be purchased from my website and Amazon or sold at my shows and used as giveaways.
- USB and Drop cards - to be used as promotional giveaways
- Flyers/Postcards – to be handed out as promotional resources – on car, trains, buses and hand to hand.
- Stickers/Buttons/Badges – to be used as giveaways and things for the team to wear to promote the brand.
- T-shirts and other clothing merchandise, Balloons, banners – to be used as promotional tools at events and shows by team.
- Street Team – A team to support the brand and album campaign by storming the streets and implementing physical promotion through first hand, word of mouth advertising and flyer distribution.

Distribution

I plan to distribute my album through AWAL (Artists Without A Label). I chose this service provider because they have distributed all my past releases and I trust them. They are reliable, free to join and easy to use. They do not charge you but instead take a percentage of 15% from whatever you make through them. This works best for me because I don't lose out on anything if my albums/singles do not sell. Also, it means that they do not make any money from me unless my music is being streamed or downloaded which requires them to help push my music.

I plan to arrange distribution for "Love Me or Hate" 3 months before its official release, whilst I'm pushing the promotion. It takes 4 to 5 weeks for AWAL to distribute your music to all major digital streaming platforms, so this gives me enough time to schedule my release and dedicate time to pushing the promotional campaign with its digital release pre-organised and out of the way. AWAL will distribute my album to all major digital platforms including Spotify, iTunes, Apple Music, Amazon, Google Play and Deezer.

I plan to have 100 vinyl copies of my album. I have a link with Key Productions – a vinyl pressing company and they have offered me a discount.

Video

As explained above, I have a music video produced for the first single from my album "Love Me or Hate Me". The song is called "Love Me or Hate Me" and it was shot February 2019. I plan to solely release the video on my YouTube channel as a major part of the reason I decided to create the video was increase the leverage of my YouTube channel and reach for of the fans within the targeted demographic specified above that I found through research.

Publicity

I designed a concept called KIWE which stands for Kicking It With Esther. KIWE is a music and networking enterprise shaped in the form of events and podcasts. KIWE was created as a way for me to share my music and engage with other industry professionals, creatives and music lovers around the UK. KIWE was also founded on values of love and support, so therefore, also provides a platform for other artists to showcase their work and meet new people too. It's a space for lovers of music to be at home with "family" and be immersed in authentic urban sounds that express love, pain, adventure, new beginnings, success and revelations. I created these events to be toured around the UK because I knew it would be a great opportunity to promote my music, my brand and gain new followers by providing a platform for other artists to perform and exposing them to my brand. At KIWE events my team purpose to go around and gain new followers by signing people up to our mailing list, handing out flyers and badges whilst wearing KIWE branded merchandise. The events also promote the R&B/Soul culture and supports that community of artists, so therefore attracts members of the music community who may have never heard of me before the events. (Please see appendix 3 for a promotional video that showcases the KIWE concept.)

Marketing Timeline

Release Plan

- Build our media list ceaselessly.
- Create awareness during the entire Production Process.
- 12-6 months ahead of release — Begin the brainstorming and cost sourcing.
- 4 – 3 months ahead of release — Print Media – submit music and plans to mags.
- 4 months ahead of album release and 1 month ahead of single release — Create a hype for digital single release and set up single distribution with AWAL.
- 4 – 3 months ahead — organise CD's and Vinyl.
- 4 – 3 months ahead — set up distribution.
- 3 – 2 months ahead — Online Media and Radio.
- 3 – 2 months ahead — Digital single release.
- 2 – 1 month ahead — Create hype for single release and single release party.
- 3 weeks ahead — Media and radio follow up.
- 2 weeks ahead — University radios.

Date	Channel	Details	Who
ceaselessly	Facebook Instagram Twitter	Continue to promote the brand and post updates and teasers relating to the album release	Esther
Ceaselessly	Facebook Instagram Twitter	Continue to promote KIWE events and other external shows	Esther
14/12/2019	Press Release and EPK	Contact Press, Newspapers, Blogs, and let them know about the upcoming release and ask them for their support	Esther
14/01/2020	Facebook Instagram Twitter	Reveal Album release date	Esther
14/01/2020	Facebook Instagram Twitter	Contact radio stations for interview to promote album and play exclusives	Esther
Daily from the reveal	Facebook Instagram Twitter	Post updates, teasers, and blogs relating to album	Esther
06/03/2020	Facebook Instagram Twitter, YouTube	Promote Single release and video every day until release	Esther

Confirmed Tour Dates:

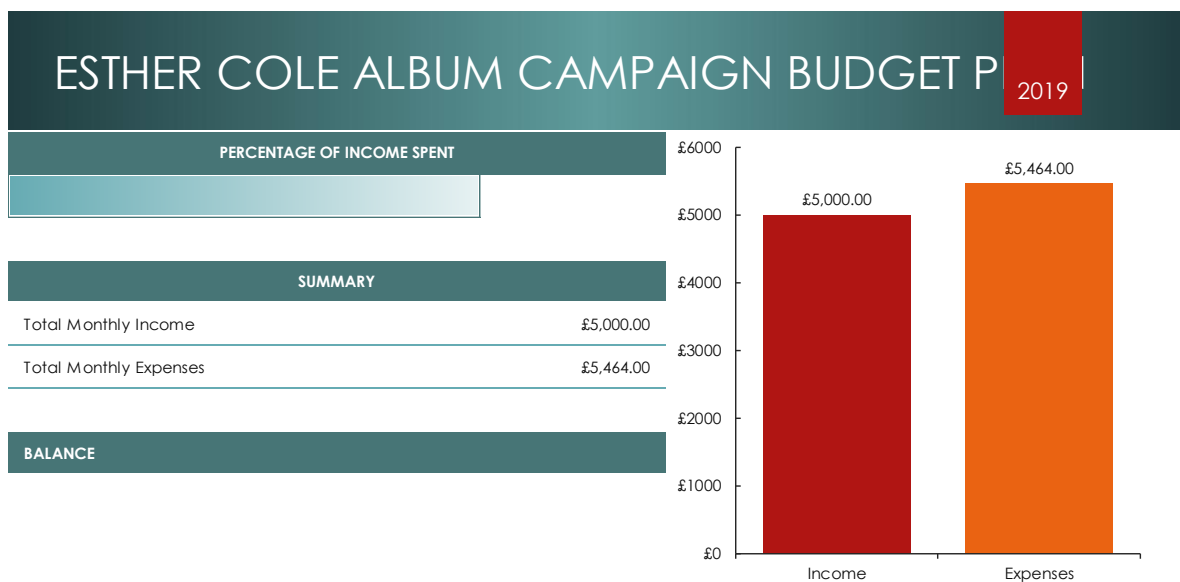
Black Beauty and Fashion Awards – West London: 22nd February 2019

Video release: 13th March 2020



Budget

ALBUM CAMPAIGN EXPENSES	
Item	Amount
Album Production	£1,824.00
Video Production	£480.00
Album Artwork	£250.00
CD and Vinyl Press	£800.00
Promotional Resources: Branded Tshirts, Banners, Flyers, Balloons, Posters, Badges, Stickers	£400.00
Gifts and Prizes for subscription and KIWE events	£200.00
Sound Tech for release party	£150.00
Sessional Musicians	£300.00
On the Road Photographer and Videographer	£360.00
Travel Expenses	£200.00
Video Equipment for Vlogging and Podcast Equipment	£500.00



The short fall will be covered by the sales of merchandise, KIWE ticket sales and scouted sponsorship.

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APPENDICES

Appendix One – South London Press Feature - <https://goo.gl/TevKp5>

Appendix Two – Single “Love Me or Hate Me” music video - <https://youtu.be/5ujQkL48PrY>

Appendix Three – KIWE Promotional Video -
<https://drive.google.com/file/d/11cmgrLeaSDsYSYeGkdim-PCy43VYOAYJ/view?usp=sharing>